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Heart of West Michigan United Way Announces 2009 Year-End Results

Grand Rapids, MI (February 16, 2010) – Heart of West Michigan United Way announced today that in 2009 they generated **\$25,268,411*** in community impact funds to advance the common good in West Michigan.

“In this difficult economic climate, increasing our impact funds by \$1 million over 2008 is an accomplishment that positively impacts our community,” said Sean Welsh, Regional President of National City, Now a part of PNC, and 2009 United Way Campaign Chair. “While the workplace campaign is still one of the most powerful ways people in our community can work together to create opportunities for a good life for everyone; United Way is also focused on generating funds through multiple channels to address community needs.”

Resources generated in 2009 by Heart of West Michigan United Way include:

Resources Generated:

- \$12,103,799 from the annual United Way workplace campaign, the community’s largest annual fundraising effort. United Way funds 116 programs at 51 partner agencies.
- \$1,909,490 in grants for specific United Way programs including Schools of Hope, 2-1-1 information and referral services, United Way’s Volunteer Center, and early childhood development programs
- \$726,996 in pledges from state and federal employee campaigns, as well as national corporate campaigns
- \$99,058 in contributions from Foundations and Trusts

Funds Managed:

- \$8.8 million delivered directly to working individuals and families through the work of the Kent County Tax Credit Coalition. The Coalition provides free tax preparation and e-filing services, and in 2009 helped prepare more than 7,000 tax returns for people in Kent County.
- \$761,000 from the Federal Emergency Food & Shelter program to support basic needs
- \$868,019 from sources to fund direct programs (includes support from Kent Health Plan, Target, Adopt-Family Program and Thanksgiving Wishes)

This is the second year Heart of West Michigan United Way is reporting year-end results based on all resources generated. During 2008, Heart of West Michigan United Way generated \$24 million in community impact funding of which \$13 million came from the annual workplace campaign.

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About Heart of West Michigan United Way

Heart of West Michigan United Way advances the common good, creating opportunities for a good life for all by focusing on education, income and health. For more information about the Heart of West Michigan United Way, please visit: www.hwmuw.org

*This dollar amount reflects workplace campaign results as well as all other resources generated and or managed by Heart of West Michigan United Way.